



# New Commission ED Virtual Learning Community – A Series of Seminars

AmeriCorps State and National



# AmeriCorps State and National (ASN)

## BILL BASL, ASN DIRECTOR



William C. Basl became the Director of AmeriCorps following an 18-year tenure as the Executive Director of the Washington Commission for National and Community Service. He notes that his passion lies with “developing new strategies where service and volunteerism can be recognized as major efforts that bring our country together,” and his extensive list of accomplishments bears out that philosophy.

Bill began his national service career as a VISTA volunteer in 1970-1971 helping migrant farm workers in Eastern Washington establish their own businesses and continued as a VISTA volunteer leader in 1971-1972 where he helped form a regional services network. He continued to make his mark in the national service movement by founding the Washington Service Corps in 1983, the first state-wide youth service initiative in the nation designed to address priority local education and human services needs, and helped develop national service legislation. Basl also founded the nation's first veterans' corps and is noted for establishing a collaborative regional network to provide AmeriCorps training across the Pacific Northwest. He is a past chair and board member of the American Association of State Service Commissions and was selected by the White House as a Champion of Change – Service Innovator in June 2011. A native of Pittsburgh, PA, Bill received a B.S. degree in Business Administration from the University of Rhode Island.

# Virtual Series



The New Commission ED Virtual Learning Community was designed to support a cohort of new State Service Commission Directors. The series addresses executive level issues that all directors face, offers insight in to CNCS goals and resources, and provides presentations by experienced commission directors. This is the fourth in the series.

- Session 1: Executive Leadership
- Session 2: Leading in Times of Change
- Session 3: Building a Climate of Proven Results
- Session 4: Developing the Brand
- Session 5: Fostering Support for National Service
- Session 6: Financial Management

# Webinar Agenda



## Session Theme: Building the Brand

- Opening Remarks: Bill Basl
- CNCS Office of External Affairs: Ted Miller
- Building the Brand at the State Level: Maureen Eccleston
- Closing Remarks

# CNCS Office of External Affairs



## TED MILLER, CHIEF

Ted Miller serves as the chief of external affairs at the Corporation for National and Community Service. Ted and his team are charged with telling the story of how AmeriCorps members make a difference in communities across the country. They run the AmeriCorps social media channels, help prepare AmeriCorps members for TV interviews, and work with the White House to get AmeriCorps programs highlighted in presidential initiatives. Among many exciting opportunities, Ted's team is helping lead the celebration of the AmeriCorps 20<sup>th</sup> anniversary.

Before joining CNCS as a presidential appointee in August 2012, Ted worked for nonprofit organizations and as press secretary to former Sen. Tom Daschle of South Dakota and then-Rep. Sherrod Brown of Ohio. He also traveled to 11 states as the regional communications director for the Democratic Congressional Campaign Committee in 2002 and worked as a presidential appointee in the Clinton administration at the U.S. Department of Agriculture.

Ted has appeared on ABC News and MSNBC and has been widely quoted in leading publications and online news sources, from the *New York Times* to Salon.com.

Ted is a proud Jayhawk who holds a degree in journalism from the University of Kansas.





# Branding National Service

Ways to Make Your Mark



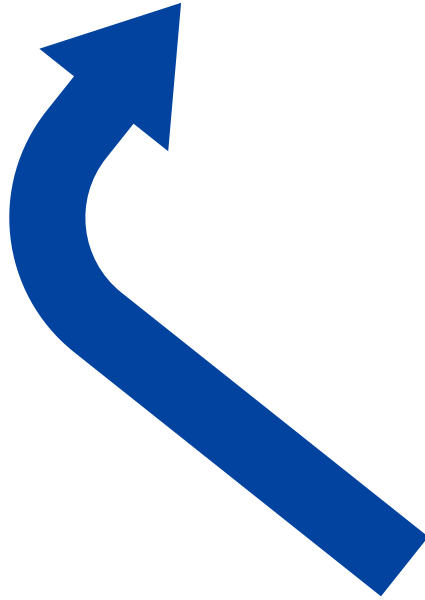
# The Four 'R's of Branding

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



**Reasons**

**Requirements**

**Resources**

**Recommendations**

# Brands Matter

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS





# Elements of a Brand Explained

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

Core values

Positioning

Brand story

Message  
architecture

*Corporation for*  
**NATIONAL &  
COMMUNITY  
SERVICE** 



# Branding Checklist

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



Logo



Language

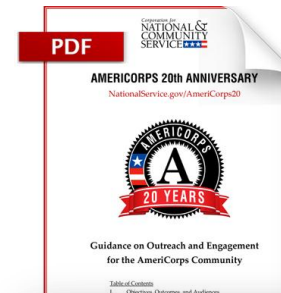


Gear



Signage

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 



# AmeriCorps Anniversary

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS





# Brand Assets

[REASONS](#)[REQUIREMENTS](#)[RESOURCES](#)[RECOMMENDATIONS](#)

Logos | Corporation for N x

www.nationalservice.gov/newsroom/marketing/logos

## NationalService.gov/Logos

About CNCS | Newsroom | Programs | Focus Areas | Special Initiatives | National Service Blog

Home » Newsroom » Marketing and Media Resources

**Newsroom**

- Press Releases
- Media Advisories
- Proclamations
- Official Statements
- In The News
- Other CNCS News
- Social Media

**Marketing and Media Resources**

- Banners
- Fact Sheets
- Logos**
- Guidelines For Use
- Videos and PSAs
- Widgets
- Funding Lapse

### Logos

The logos on this page have been provided only for use by official AmeriCorps, Senior Corps, Social Innovation Fund, and other CNCS-sponsored programs and projects. Use of the new logos by CNCS and its programs is required. In addition, all grantees and sub-grantees are strongly encouraged to use the new logos on service gear and on their printed and electronic documents. Such usage, however, must be in accordance with CNCS grant provisions.

#### Corporation for National and Community Service Logo

Corporation for National and Community Service  
Dimensions: 600 x 266 pixels  
JPG Version, PNG Version, EPS Version, PSD Version, TIF Version

#### AmeriCorps Logos

AmeriCorps 20th Anniversary  
Dimensions: 700 x 650 pixels  
JPG Version, PNG Version, EPS Version, PSD Version, JPEG - Black and White Version, PNG - Black and White Version

AmeriCorps  
Dimensions: 600 x 600 pixels  
JPG Version, PNG Version, EPS Version, PSD Version, TIF Version



# Standard Messaging

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

Corporation for  
**NATIONAL & COMMUNITY SERVICE** ★★ ★

SEARCH

**SERVE** > your community | **BUILD** > your capacity | **IMPACT** > on our nation

About CNCS | Newsroom | Programs | Focus Areas | Special Initiatives | National Service Blog

Home » Programs » AmeriCorps » AmeriCorps 20th Anniversary

### Our Programs

AmeriCorps

**AmeriCorps 20th Anniversary**

Resource Center

Photos and Videos

Logos and Graphics

Marketing Materials

**Talking Points and Messaging**

Social Media Guidance

AmeriCorps State and National

- AmeriCorps VISTA
- AmeriCorps NCCC
- FEMA Corps
- School Turnaround AmeriCorps
- I'm Ready to Serve
- Segal AmeriCorps Education Award
- Current Members

## AmeriCorps 20th Anniversary - Talking Points and Messaging

Every day in communities across America, AmeriCorps members are making a powerful impact on the most critical issues facing our nation.

Since its inception, more than 820,000 men and women have taken the AmeriCorps pledge, serving more than one billion hours and improving the lives of countless Americans.

Starting in September 2013, we will recognize the commitment of AmeriCorps members and alums and highlight the extraordinary impact AmeriCorps has made for 20 years.



### AmeriCorps 20th Anniversary Resource Center

Visit these brand-new pages for all of your AmeriCorps 20th Anniversary marketing and publicity needs!

**Select a Resource**

Select a Resource

Go!

**AmeriCorps Updates**

Sign Up Now

  
**ServeMinnesota**  
The power of AmeriCorps. The power of you.

News | FAQ | Contact Us | **AAA**

**Donate**

Home | About | Join | Programs | Grants | Foundation | Search



You can be the solution to tough problems.

Reading By Third Grade  
**MINNESOTA reading corps**

Algebra By Eighth Grade  
**MINNESOTA math corps**

Check out our programs

Join us - Become an AmeriCorps Member

### Meet Our Members



Community Collaborations:  
Guiding Youth in the Right

### 20th Anniversary



### Testimonials

"Minnesota Reading Corps is an essential component of our strategy for accelerating learning. Their track record of improving literacy outcomes for struggling readers creates the foundation that is absolutely necessary for lifelong learning."

Dr. Brenda Connelley, Commissioner

# Brochures, Videos, and More

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS





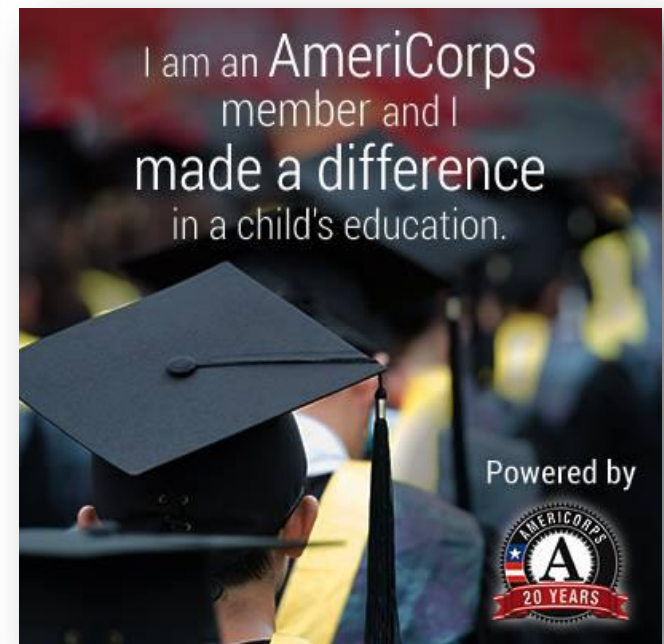
# Social Engagement

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



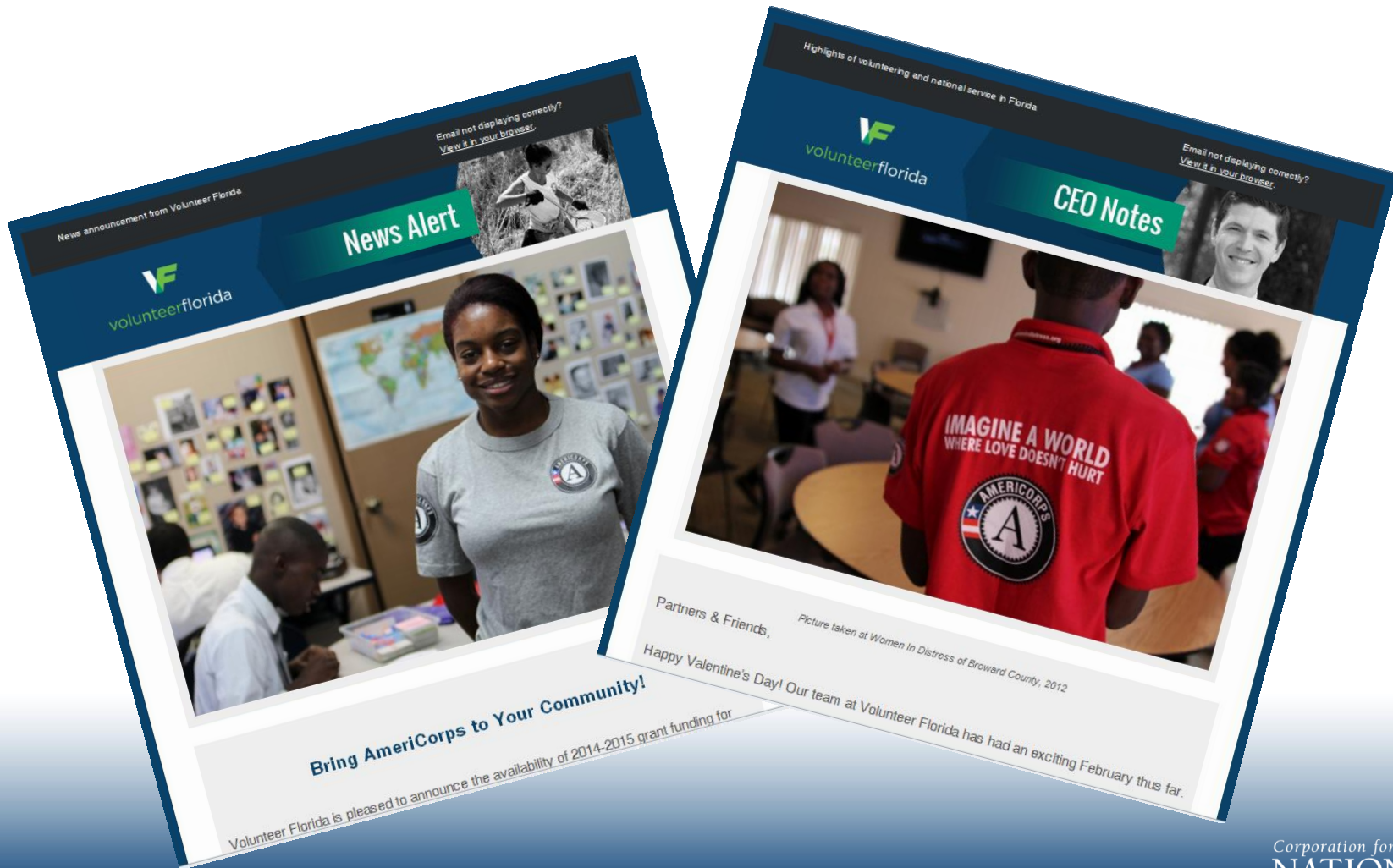
# Newsletters

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS





# Visibility

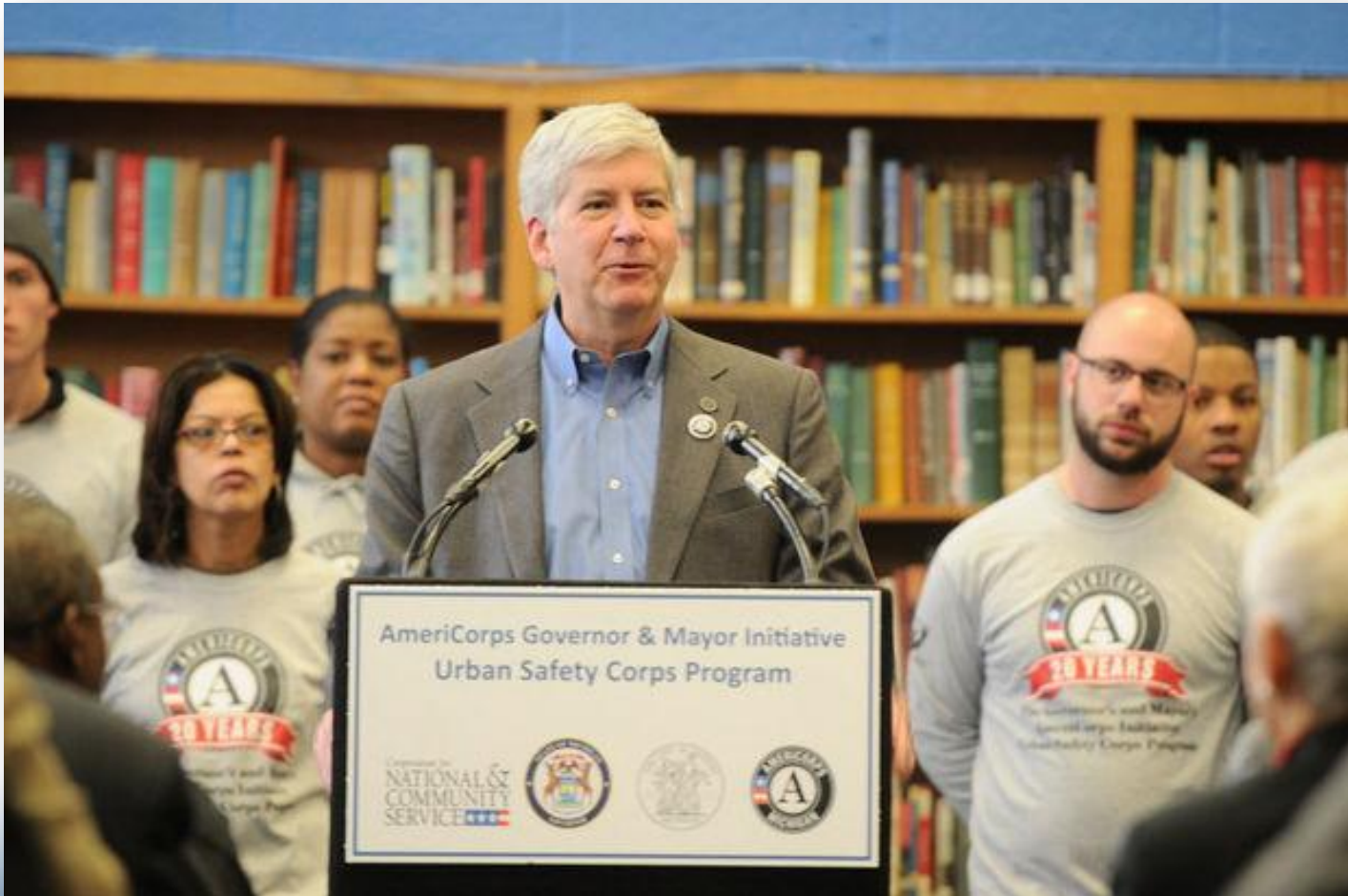


REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Success

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

News » Top Stories

Unique public-private partnership to fight crime

## Snyder & Bing Launch AmeriCorps Initiative

By Peter Neumann  
By Kristin Pierce

November 4, 2013

Select Language ▼  
DETROIT, Mi. (My TV20 News at 10) --- Gov. Rick Snyder and Mayor Dave Bing today announced the launch and expansion of an innovative crime reduction model in the city of Detroit: the AmeriCorps Governor & Mayor Initiative Urban Safety Corps Program.

Read the entire press release:

"DETROIT, MICH. --Gov. Rick Snyder and Mayor Dave Bing today announced the launch and expansion of an innovative crime reduction model in the city of Detroit: the AmeriCorps Governor & Mayor Initiative Urban Safety Corps Program. A unique public-private partnership, the program utilizes 36 AmeriCorps members as catalysts to mobilize and recruit community volunteers to join them in improving public safety in targeted Detroit neighborhoods.

\*AmeriCorps programs across the country provide



# AMERICORPS

### GALLERY



Michigan

Change Region ▼

## Gov. Rick Snyder, Mayor Dave Bing announce \$1.1 million, 3-year AmeriCorps crime initiative



By Gus Burns | gburns@mlive.com

Follow on Twitter

on November 04, 2013 at 12:00 PM, updated Nov



# DETROIT

DETROIT, MI -- When you attend a Neighborhood Meeting in Detroit, see leaflets passed out on how to protect personal property, or see vacant homes boarded up, AmeriCorps is often involved.

Detroit officials plan to pull a page from Wayne State University's anti-crime playbook and apply it throughout Detroit.

Gov. Rick Snyder on Monday, talking in the packed library at Osborn High School on Seven Mile in northeast Detroit, announced a partnership with the city of Detroit to attack crime and blight in five neighborhoods.

The program will spend \$1.1 million in federal grant money from the Corporation for National and Community Service to analyze crime, devise a plan of attack in select neighborhoods and pay 36 AmeriCorps volunteers for their work over 10-12 months.

The intent is to expand the success of existing neighborhood organizations and increase safety surrounding selected schools. Money is focused on areas near East English Village, Clark Elementary, Bates, Bagley, Bethune, Gompers Elementary, Cody, Harms Elementary, Neinas Elementary and Osborn.

The program pays AmeriCorps volunteers \$12,000 per year and creates a \$505,200 educational scholarship program for college-bound volunteers who complete their programs.

A smaller portion of the grant, about \$75,000, will pay for the crime analysis portion.



# Who Wore It Best?

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Who Shot It Best?



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS





# Unique Ideas

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



Serve Colorado - Governor's Commission on  
Community Service

November 8, 2013 • Edited ✨

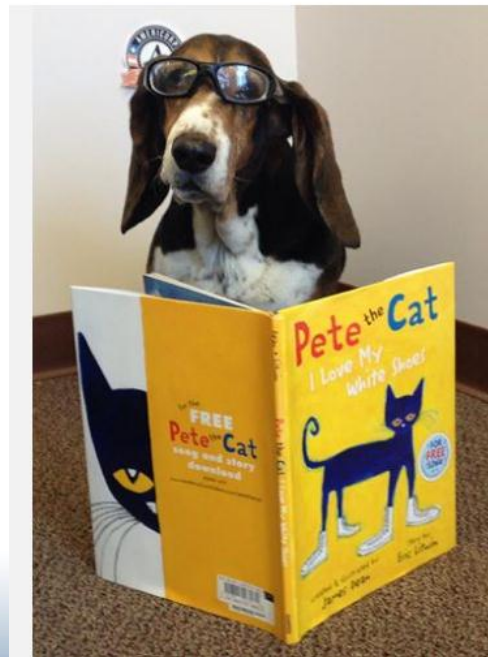
Happy Friday from Mr. Sam Foster and the rest of Serve  
Colorado! #americorps20 — with Kellyanna Foster.



Serve Colorado - Governor's Commission on  
Community Service

February 21 ✨

Sam is working hard on improving his reading and writing skills,  
in hopes that one day he can take part in the Denver Public  
Schools AmeriCorps Pen Pal Literacy Enrichment Program.  
#AmeriDog #AmeriCorpsED



Serve Colorado - Governor's Commission on  
Community Service

February 25 ✨

Sam is pondering all the wonderful service our AmeriCorps  
Members in Colorado are accomplishing this year! #DayofTheA  
#AmeriDog



# Stay in Touch

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



[facebook.com/NationalService](https://facebook.com/NationalService)

[facebook.com/Serve](https://facebook.com/Serve)

[facebook.com/AmeriCorps](https://facebook.com/AmeriCorps)



[@NationalService](https://twitter.com/NationalService)

[@Servedotgov](https://twitter.com/Servedotgov)

[@WendyCNCS](https://twitter.com/WendyCNCS)



[NationalService.tumblr.com](https://NationalService.tumblr.com)

## PressOffice@cns.gov

# Q&A



- What questions do you have?

# Maryland Governor's Office on Service and Volunteerism



## MAUREEN ECCLESTON, DIRECTOR

As the Director of the Maryland Governor's Office on Service and Volunteerism (GOSV), Maureen oversees all operations of the GOSV; these include management of the Governor's Commission on Service and Volunteerism, annual planning and fund raising, staff selection and training, staff supervision, grantee selection and training, evaluation, grant monitoring, and communications.

Prior to joining the GOSV, Maureen was the Director of Volunteer Maryland, where she led the AmeriCorps State program in partnering with nonprofit organizations, schools, and government agencies to enable them to build new volunteer programs and improve existing ones, with an emphasis on creating sustainable structures to support the programs after the partnerships conclude.

A national service "lifer," Maureen served as an AmeriCorps National Civilian Community Corps member and an AmeriCorps VISTA member, worked as a Program Manager at the national office of Experience Corps to support 15 affiliated sites and over 600 AmeriCorps and Experience Corps members who served as mentors and tutors in elementary schools, supported kindergarten through higher education service-learning partnerships through Florida Learn and Serve, and was a Service-Learning Coordinator with the Capital Region Campus of AmeriCorps National Civilian Community Corps.



Me

Future  
AmeriCorps member



**Maryland Governor's Office  
on Service and Volunteerism**





# GOVERNOR'S OFFICE ON SERVICE AND VOLUNTEERISM

**GOSV**[AMERICORPS](#)[AVAILABLE FUNDING](#)[VOLUNTEERING IN MARYLAND](#)[VOLUNTEER RECOGNITION](#)

## GOSV Information

- [About Us](#)
- [Our Commission](#)
- [Our Grantees](#)
- [Publications](#)
- [Calendar](#)



## Our AmeriCorps State Grantees

### Maryland AmeriCorps Programs: 2013-2014

#### Funded in part by the GOSV and the Corporation for National and Community Service

Each year, the Corporation for National and Community Service sets aside federal funding to support AmeriCorps members at nonprofits and local government agencies across the country. Organizations in Maryland that are interested in hosting AmeriCorps State members may apply through the Governor's Office on Service and Volunteerism during two specific timeframes annually.

The following programs competed in one of the two rigorous application processes and were selected to support AmeriCorps members during the 2013-2014 year. In many cases a program (listed below) may also oversee several service sites with similar goals, where AmeriCorps members serve during their term. Programs with host site opportunities have specific deadlines for applications and partnership responsibilities.

If interested in serving as an AmeriCorps member host site, contact the program staff member listed in this print-friendly .pdf version.

### Click on the arrows below for more information about each Maryland AmeriCorps program:

AIM for Excellence

▼ *Baltimore City, Baltimore County*

AmeriCorps members will tutor and mentor students, grow food for low-income communities, and provide environmental and nutrition education. Through the member services, students enrolled in the AVID program (Advancement Via Individual Determination) will be more likely to graduate and be accepted into college; low-income Baltimore City residents will have increased access to healthy food.

AmeriCorps Roadmap Program

▼ *Prince George's County*

Members will provide in-school academic support, after-school homework assistance, recreation, and workshops to Buck Lodge Middle School students in Langley Park. This assistance will help increase the students' academic achievement in reading, writing, and math.

ASTAR! In Western Maryland

▼ *Allentown, Washington, Garrett, Frederick Counties*







- **Model it:** website, social media, written materials, office décor
- Encourage it: why it matters, how it helps
- Review it: formal website feedback
- Critique it: quarterly report feedback
- Train it: branding, marketing, storytelling
- Require it: application narrative
- Praise it!



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- **Praise it!**



# Community Mediation Maryland

Information For... Search

ABOUT COMMUNITY MEDIATION | NEED MEDIATION? | ABOUT US | TRAINING | PARTNERS | **AMERICORPS** | SUPPORT CMM

ERTIFYING MEDIATORS | MARYLAND MEDIATION CONFIDENTIALITY ACT | MARYLAND STANDARDS OF CONDUCT FOR MEDIATORS

RISON RE-ENTRY MEDIATION PROGRAM

## General Overview of AmeriCorps for 2012-2013 Program Year



Community Mediation Maryland's vision is for every Maryland citizen to have awareness of and access to an affordable, high quality community mediation service. CMM advances community mediation in Maryland through educating the public, training, networking, research and creating new centers.



Donate now through Network for Good.

**AMERICORPS PROUDLY SERVES HERE**



**PROGRAM OVERVIEW**

The Community Mediation Corps -AmeriCorps Program engages community members in AmeriCorps national service program, funded in part by the Corporation for National and Community Service (CNCS) and the Governor's Office on Volunteerism (GOSV). By employing the community members' skills, knowledge, and unique experience, the program aims to increase the number of mediation referrals and mediations.

**POSITION OVERVIEW**

The AmeriCorps member will serve as a Mediation Services Specialist in a community-based organization. The individual will be responsible for direct service and capacity building efforts. All AmeriCorps member activities will focus on increasing the number of mediations that get to the table.

**SCOPE**

This is an 11-month, full-time (40 hours/week) position as a member of the Community Mediation Corps AmeriCorps Program, managed by Community Mediation Maryland. The AmeriCorps service year will begin on October 1, 2013 and conclude on August 29, 2014; AmeriCorps members are expected to complete at least 1700 hours of service during the term.

**BENEFITS**

- Paid health insurance (if not already covered)
- Child care allowance, if eligible
- Bi-weekly pre-tax living allowance of about \$526 (not to exceed \$12,100 total)
- Upon successful completion of the program, an education award of \$5,550
- Opportunity for student loan deferment
- Valuable professional and networking opportunities
- 50 hours of Basic Mediation Training with advanced training opportunities

# Salisbury University

Information For... Search

Directories • Calendars • Campus Email • GullNet • MyClasses

About SU • Academics • Administration • Admissions • Athletics • Community • Human Resources • Library • Technology

## AmeriCorps

A Program of the Corporation for National and Community Service

**Your World. Your Chance to make it better**

### Welcome to AmeriCorps @ Salisbury University!

**Lasting social change requires a commitment**

If you are up to the challenge of committing yourself to one year of service through ShoreCorps/PALS - AmeriCorps, please read on!

ShoreCorps/PALS - AmeriCorps at Salisbury University is now accepting applications for the 2013-14 service year! Click [here](#) for an application!

**"Getting Things Done"**

ShoreCorps/PALS members meet critical needs in their communities by working with children and youth, increasing the capacity of their service sites.

**Office Information**

Salisbury University-ShoreCorps/PALS  
1101 Camd  
Salisbury, MD 21801-6862  
410-543-6137  
Fax: 410-548-4507

**Governor's Office**



**2012-2013 AmeriCorps Members**

- The 2013-2014 service year begins in September 2014, pending receipt of federal funding. An application to become a ShoreCorps/PALS member is available [here](#). For an overview of the opportunities, requirements, and benefits of the

**Latest News**

- AmeriCorps Members were challenged to create a **60 second video** showcasing how AmeriCorps Works in their community.
- **Video:** Maryland's Faces of Service: Michael Greenfield - view
- **AmeriCorps on WMDT** - see video here: » AmeriCorps on WMDT
- **AmeriCorps Interview on PAC 14** featuring Sonya White and her Mentee Keziah Randall. See full interview here: » Mentoring Matters

**ShoreCorps/PALS is a State AmeriCorps program, funded in part by**



AARP Experience Corps Maryland  
March 14

#### My impact is...

Ida Burgess shares how she makes an impact as an AmeriCorps member at Liberty Elementary. — at Liberty Elementary School.



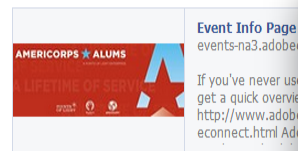
AARP Experience Corps Maryland  
March 13

"My impact is making a difference in the lives of children that otherwise may end up lost in the system. I've seen children that I work with improve in school and actually get excited about education. This is just as rewarding for me to know that I helped in some small way." — Cheryl Bryant, AmeriCorps Member at William Paca Elementary



Volunteer Maryland shared a link.  
June 24

Check out AmeriCorps Alums upcoming career webinar, Careers in Community Organizing! The webinar will feature perspectives from alumni with experience in community organizing and an introduction to post-AmeriCorps opportunities in community and grassroots organizing.



Volunteer Maryland shared a link.  
June 24

We're so excited to announce that Volunteer Maryland is receiving an award in the 2013 AmeriCorps grant cycle! Thanks to all of the AmeriCorps members, Service Sites, and community supporters that keep our program strong enough to compete with programs around the country!





# Cheap and Easy

- Daily wear without daily uniforms
- AmeriFridays
- Monthly photographs



# Save the Date: May 9, 2014



Join AmeriCorps  
members from across  
Maryland for an  
afternoon of  
networking and fun!

*More information  
coming soon!*

Hosted by  
Volunteer Maryland & the  
Governor's Office on Service  
and Volunteerism







**Destination**



**Destination AmeriCorps**







**Destination**



**Destination AmeriCorps**





# Q&A



- What questions do you have?



# Wrap Up for Today



- Resources for Branding
  - References from Ted and Maureen
  - National Service Knowledge Network
- Next Steps in Virtual Learning Community
  - Next Webinar: Week of August 18
  - In-person Meeting and Financial Management Training for New Commission Directors: September 16, 9:00 – 11:30 am
- Save the Date: September 15, 9:00 am – 5:00 pm, Commission Director Convening at DoubleTree by Hilton in Crystal City, VA (location of required grantee meeting/Symposium)



***Thank You!***